

WHAT IS CLAIMED IS:

1. A method for computing a watermark for a piece of content, the method comprises:

5 computing a characteristic pattern representative of the piece of content, the characteristic pattern being associated with content-related information; and,
 computing the watermark for the piece of content from the characteristic pattern, the watermark enabling to access the content-related information.

10 2. The method of Claim 1, wherein the characteristic pattern is a fingerprint.

3. The method of Claim 1, wherein the watermark is further computed from the content-related information.

15 4. The method of Claim 1, wherein the content-related information is stored in a remotely accessible database and referenced by the characteristic pattern.

5. The method of Claim 1, further comprising:
 incorporating in the watermark information data to identify a party transmitting
20 the watermark.

6. The method of Claim 1, wherein the watermark comprises the content-related information.

25 7. The method of Claim 1, wherein the characteristic pattern comprises a hash derived from the piece of content.

8. The method of Claim 1, further comprising:
 embedding the watermark in the piece of content resulting in a marked content.

30 9. The method of Claim 8, further comprising:

broadcasting the marked content.

10. The method of Claim 8, further comprising:

transmitting the marked content over a radiotelephony network from a

5 transmitting station to a handset; and,

enabling to access the content-related information from the handset.

11. The method of Claim 8, further comprising:

broadcasting the marked content over a television network from a broadcast

10 station to a set-top box; and,

enabling to access the content-related information from the set-top box.

12. A device for watermarking a piece of content, the device comprises:

15 deriving means configured to generate a characteristic pattern representative of the piece of content and configured to associate the characteristic pattern with content-related information;

watermarking means configured to compute a watermark for the piece of content on the basis of the characteristic pattern, the watermark enabling to access the content-related information

20 13. The device of Claim 12, wherein the watermarking means is configured to embed the watermark in the piece of content resulting in a marked content.

14. The device of Claim 12, wherein the device is an entertainment programs
25 broadcasting station.

15. A device for detecting a watermark in a marked content, the device comprising:
watermarking detecting means for detecting in the marked content a watermark that was computed from a characteristic pattern representative of the marked content;

accessing means, coupled to the watermarking means, configured to retrieve, using the watermark, content-related information associated with the characteristic pattern.

- 5 16. A signal representing a marked content, the signal comprising:
a watermark enabling to access content-related information, and
wherein the watermark was derived on the basis of a characteristic pattern
representative of the marked content , the characteristic pattern being associated with the
content-related information.

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17. A software application for carrying out a watermarking method, the method
comprising:

computing a characteristic pattern representative of a piece of content, the
characteristic pattern being associated with content-related information; and,

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computing a watermark for the piece of content on the basis of the characteristic
pattern, the watermark enabling to access the content-related information.

T05040-24296860